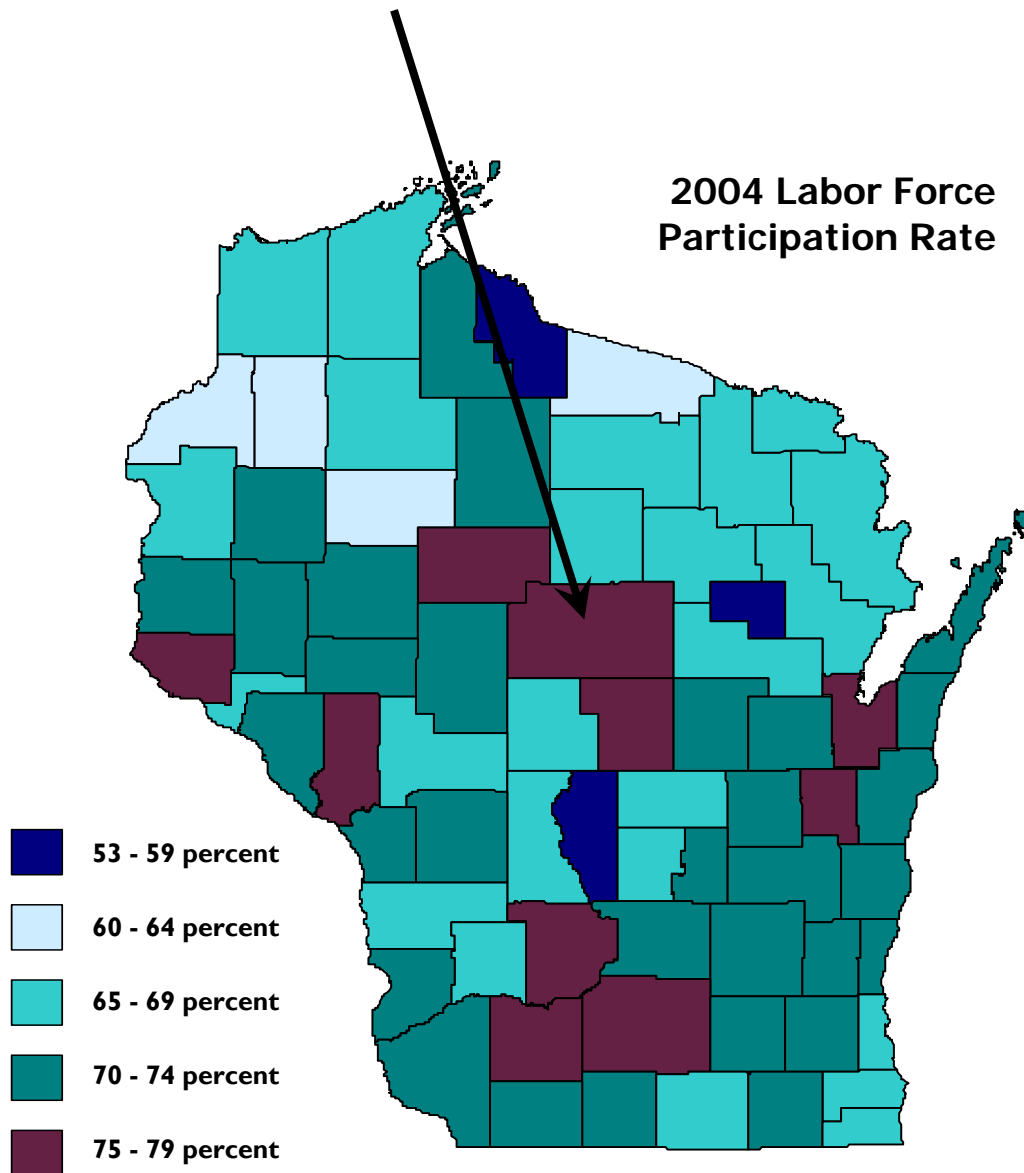


Marathon County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
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County Population and Labor Force

Population trends affect the supply of workers, the willingness of employers to open, expand or continue local operations and the demand for goods and services. Between 2000 and 2005 Marathon County's population grew by 5,508 people or 4.4 percent. This reflects population growth squarely between the nation's rate (4.9%) and the state's (4.0%). In 2005, the Village of Weston, the City of Wausau and the Village of Kronenwetter had 58,504 residents, or 44.5 percent of the county's total population. In five years, these municipalities gained 2,630 people, or 47.7 percent of the county's total population gain.

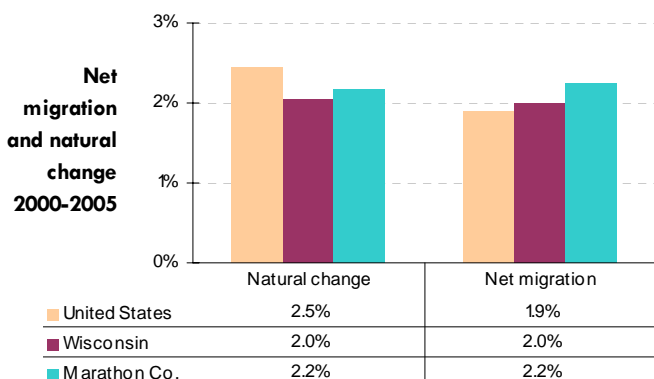
Between 2000 and 2005, the county experienced 7,254 births and 5,528 deaths. This natural change of 2,726 people was 49.2 percent of Marathon County's total population growth. Demographers with the Wisconsin Department of Administration project that Marathon County will continue to enjoy increasing natural change (births minus deaths) through 2020. At the same time, they project considerable slowing in net migration (people moving in minus people moving out). Birth and death trends generally follow predictable patterns, but net migration patterns shift more quickly and less regularly, so Marathon County's population growth may rest on a firmer base than counties that rely much more heavily on net migration.

The table to the right shows that Marathon County's labor force participation rate (73.0%) exceeds the statewide rate

Five largest municipalities in Marathon County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Marathon County	125,834	131,342	5,508	4.4%
Wausau, City	38,426	39,275	849	2.2%
Weston, Village	12,079	13,195	1,116	9.2%
Rib Mountain, Town	7,556	7,657	101	1.3%
Kronenwetter, Village	5,369	6,034	665	12.4%
Rothschild, Village	4,970	5,171	201	4.0%

Source: Wis. Dept. of Administration, Demographic Services, August 2005

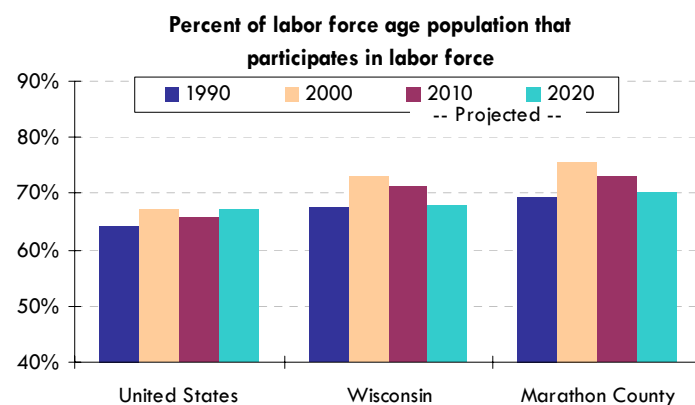


Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Marathon County
Total population in 2000	281,424,602	5,363,715	125,834
Population est. Jan. 1, 2005	295,160,302	5,580,757	131,377
Change	13,735,700	217,042	5,543
% change	4.9%	4.0%	4.4%
2005 Labor force population*	224,837,000	4,339,938	102,487
Share of total population	76.2%	78%	78.0%
Labor force	147,125,000	3,071,179	74,730
Labor force participation rate	65.4%	70.8%	72.9%
2005 Population 16 yrs. & over	228,621,674	4,417,313	103,573
16-24 yrs old	37,489,370	743,764	17,396
Share of population 16+ yrs	16.4%	16.8%	16.8%
25-59 yrs old	142,248,896	2,708,865	63,027
Share of population 16+ yrs	62.2%	61.3%	60.9%
60 yrs and older	48,883,408	964,684	23,149
Share of population 16+ yrs	21.4%	21.8%	22.4%
Projected population: 2020	335,804,546	6,110,878	143,308
Population 16 yrs. & over	264,085,104	4,869,573	114,461
16-24 yrs old	37,918,865	681,586	14,608
Share of population 16+ yrs	14.4%	14.0%	12.8%
25-59 yrs old	150,678,402	2,756,884	66,081
Share of population 16+ yrs	57.1%	56.6%	57.7%
60 yrs and older	75,487,837	1,431,103	33,772
Share of population 16+ yrs	28.6%	29.4%	29.5%

* civilian population 16 yrs. and older not in an institution



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

(70.8%) and the national rate (65.4%). Labor force participation rates drop substantially as workers approach 60 years old and continue to drop as they age. The table above indicates that the 60-and-over cohort will become an increasing share of the 16-and-over population. Together these trends may restrain labor force growth or reverse it.

Revised Labor Force

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000, while the 1990s were updated to include changes from 1990 to 2000, but are still based on ratios from the 1990 census.

The annual averages in the table to the right hide seasonal fluctuations. In 2004, Marathon County's unemployment rate peaked at 5.6 percent in February and dipped to 3.4 percent by October. The labor force estimate dipped to 73,900 in May and peaked at 76,000 in July.

Unemployment rates from the first half of the current decade reaffirm that unemployment rates are a lagging indicator of economic recovery. By the time unemployment rates peak, other economic indicators have been in more encouraging territory for a while. In Marathon County, as in the nation, the 2003 unemployment rate represents a recent peak. Post-recession labor force growth has not been particularly robust either: the labor force remains less than one percent above its level from the year 2000.

Marathon County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	62,306	59,726	2,580	4.1%
1991	63,958	60,583	3,375	5.3%
1992	65,460	61,871	3,589	5.5%
1993	67,146	63,863	3,283	4.9%
1994	69,658	66,197	3,461	5.0%
1995	70,749	67,558	3,191	4.5%
1996	71,556	68,701	2,855	4.0%
1997	73,433	70,840	2,593	3.5%
1998	73,757	71,206	2,551	3.5%
1999	73,883	71,702	2,181	3.0%
2000	72,256	69,907	2,349	3.3%
2001	73,274	70,311	2,963	4.0%
2002	73,722	70,239	3,483	4.7%
2003	74,720	71,082	3,638	4.9%
2004	74,730	71,512	3,218	4.3%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The graph below shows a shift from older generations, where females have less post-secondary education than males, to younger generations where females have more education. As the economy shifted from male-dominated goods-producing industries to less dominated service-providing industries, social attitudes and employment laws changed to make education more economically valuable for females.

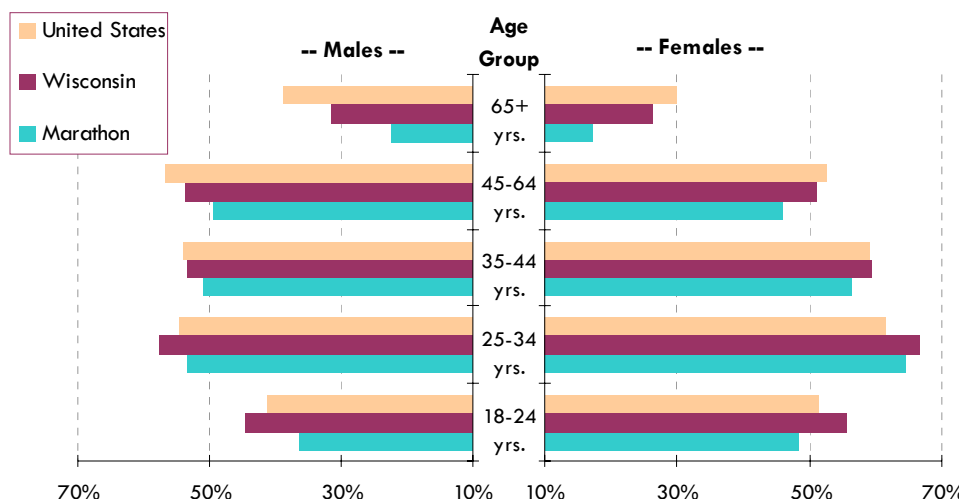
Marathon County lags the nation in concentration of residents with graduate or professional degrees. With each successive age cohort the gap widens because the national concentration increases more than the county's concentration.

Associate degrees present a starkly different picture. Marathon County's 65-and-over residents are quite a bit less likely than their national counterparts to report having an associate degree.

The county's 45-64 cohort is somewhat more likely to report associate degrees than its national counterpart. Marathon County's lead is wider still among residents aged 35-44 and reaches its peak amongst residents aged 25-34, where 14.5 percent of county residents report associate degrees compared to 7.5 of U.S. residents.

This trend is at least partially attributable to manufacturing workers facing increasingly more technical jobs, occasional economic slowdowns and employers who seek more pre-employment training and do less on-the-job training than in generations past.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Educational attainment levels may be as much a product of employment and wage structure as a cause. Overall, Marathon County establishments pay roughly 6.7 percent less than the state-wide all-industries average wage. In 2004, the manufacturing sector's prominent segments included wood product manufacturing (3,332 jobs; average wage: \$31,000; metal fabrication (3,275 jobs; average wage: \$37,747), paper manufacturing (2,539 jobs; \$51,572); machinery manufacturing (1,894 jobs; \$42,327) and food manufacturing (1,432 jobs; \$34,805). Between the 2003 average and the 2004 average, Marathon County paper manufacturing shed 103 jobs or 3.9 percent of its total. Statewide, this segment shed 6.2 percent of its jobs over the same time period. Due to industry consolidation and changes in technology and trade, paper manufacturing is unlikely to add many jobs in the near future.

The trade, transportation & utilities sector consists of: the retail trade segment (9,014 jobs; average wage: \$20,824), the wholesale trade segment (4,259 jobs; average wage: \$36,705), the transportation & warehousing segment (3,120 jobs; average wage: \$35,037), and the utilities segment (156 jobs; average wage: \$42,787). For the sub-segment of nonstore retail-

Average Annual Wage by Industry Division in 2004

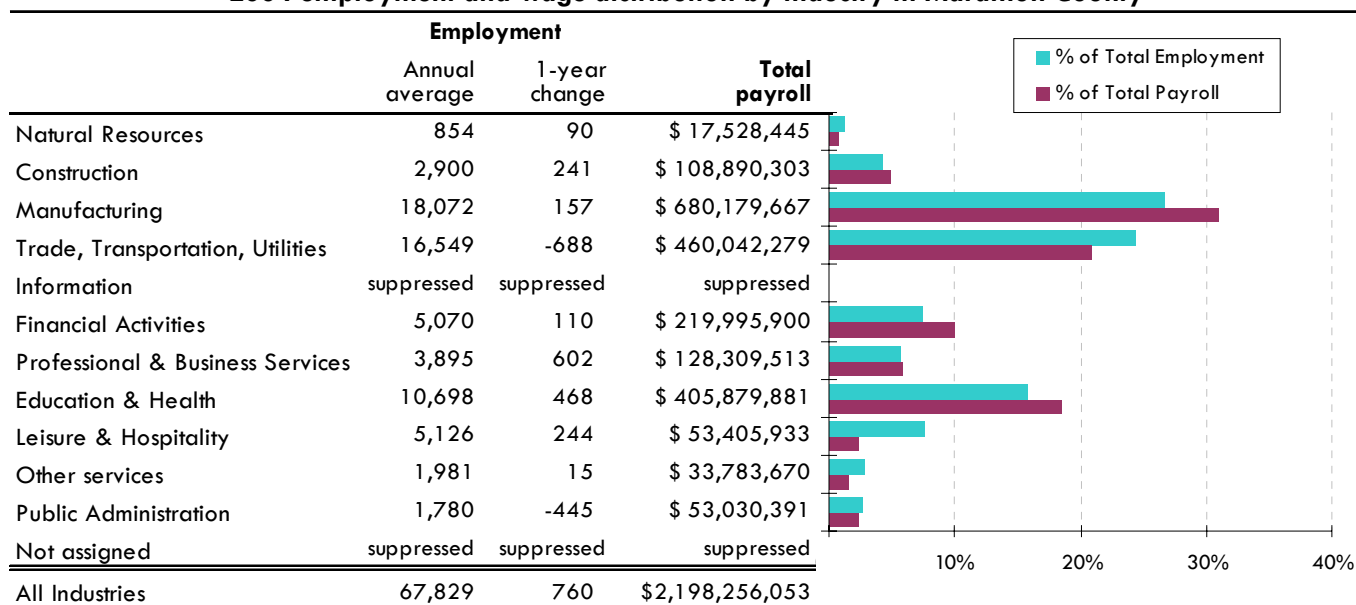
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Marathon County	Wisconsin	% change
All Industries	\$ 34,749	\$ 32,409	93.3%	3.6%
Natural resources	\$ 27,399	\$ 20,525	74.9%	7.5%
Construction	\$ 41,258	\$ 37,548	91.0%	4.8%
Manufacturing	\$ 44,145	\$ 37,637	85.3%	2.4%
Trade, Transportation, Utilities	\$ 30,088	\$ 27,799	92.4%	7.2%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 43,392	96.2%	-0.9%
Professional & Business Services	\$ 39,580	\$ 32,942	83.2%	-4.2%
Education & Health	\$ 36,408	\$ 37,940	104.2%	5.3%
Leisure & Hospitality	\$ 12,295	\$ 10,419	84.7%	4.7%
Other services	\$ 20,207	\$ 17,054	84.4%	3.8%
Public Administration	\$ 36,347	\$ 29,792	82.0%	0.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

ers, average employment between declined 957 jobs or 40.7 percent between 2003 and 2004; meanwhile the sub-segment's average wage rose \$5,779 or 34.2 percent. This suggests that lower-paid jobs may have been eliminated or shifted from this sub-segment to another.

Employment levels are relatively similar in the segments of education services (3,659 jobs), food services & drinking places (3,511 jobs), and insurance carriers & related activities (3,407 jobs). Average wages differ widely (\$35,807, \$9,926 and \$49,928, respectively).

2004 employment and wage distribution by industry in Marathon County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Marathon County

Establishment	Product or Service	Size (Dec. 2004)
Aspirus Wausau Hospital, Inc.	Gen. medical & surgical hospitals	1000+ employees
Kolbe & Kolbe Millwork Co Inc	Wood window & door mfg.	1000+ employees
Liberty Mutual Insurance Co	Direct property & casualty insurers	1000+ employees
Greenheck Fan Corp	Industrial & commercial fan & blower mfg.	1000+ employees
Wausau School District	Elementary & secondary schools	1000+ employees
Foot Locker Corporate Services Inc	Mail-order houses	1000+ employees
Apogee Wausau Group Inc	Metal window & door mfg.	500-999 employees
Wausau Benefits Inc	Direct property & casualty insurers	500-999 employees
SNE Enterprises Inc	Wood window & door mfg.	500-999 employees
North Central Health Care Facilities	Psychiatric & substance abuse hospitals	500-999 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Marathon County

NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Wood product manufacturing	31	4,301	-16	202
Educational services	32	4,017	4	347
Fabricated metal product manufacturing	50	3,402	179	-480
Food services and drinking places	191	3,320	-186	-3
Insurance carriers & related activities	92	3,293	-101	-439
Hospitals	*	*	not avail.	not avail.
Paper manufacturing	11	2,452	-21	-179
Ambulatory health care services	128	2,209	125	866
Machinery manufacturing	20	2,168	355	246
Merchant wholesalers, durable goods	118	2,072	71	53

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

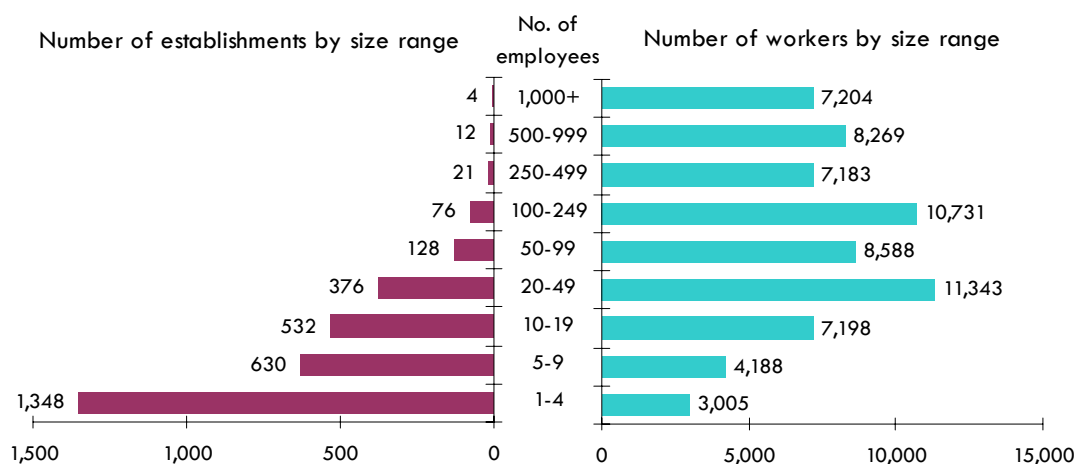
Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Some industries provide goods or services primarily for local consumption. Local income and demographic trends drive revenues for educators, hospitals and ambulatory health care providers. Over the next 20 years, Marathon County and Wisconsin as a whole will see population cohorts between the ages of 60 and 74 adding large numbers of people while the school-aged cohorts (between the ages of 5 and 24) grow slightly or shrink. Segments relating to health care may show more employment growth potential than the education services segment.

Other industries sell their goods and services to people from outside Marathon County, thereby bringing in outside money. Between 2003 and 2004 durable goods merchant wholesalers' average wages rose \$2,536 or 6.3 percent.

The far-left graph shows large numbers of Marathon County establishments with few employees and small numbers of establishments with many employees. The graph to the immediate left shows a relatively even distribution of employment in mid-sized establishments with somewhat lower concentrations of employment in establishments with 1-4 or 5-9 employees.

Marathon County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Per Capita Personal Income

While page 3 discussed wages paid by Marathon County employers, this section focuses on income received by Marathon County residents, including income from work outside the county, investment/pension income and government transfer payments such as Social Security or other income support programs. The table below shows that Marathon County's 2003 Per Capita Personal Income (PCPI) of \$29,992 was 16th among Wisconsin's 72 counties and the 5-year PCPI growth rate of 22.0 percent ranked fifth. Marathon County's PCPI growth did not slow nearly as sharply as the nation's or the state's in 2001 or 2002, so the gap between Marathon's PCPI and the state's (and the nation's) PCPI levels shrank for two years. State and national PCPI started growing faster in 2003, but still not as fast as Marathon County's PCPI grew.

Because Marathon County's PCPI relies less heavily on investment income, (dividends, interest and rent), the stock market downturn did not affect Marathon County's PCPI as much as it affected the national PCPI. Also important were Marathon County's net earnings by place of residence. Typically associated with jobs held by residents (whether in the county or not), per capita net earnings growth did not slow in Marathon County as sharply as it slowed in the state or the nation. By this measure the state started making a tepid comeback in 2002 and the nation's growth rate didn't stop slowing until 2003.

Marathon County's PCPI level may not make it a superstar in the rankings, but it's composition has some encouraging features. Com-

pared to their statewide and national counterparts, Marathon County residents rely more heavily on net earnings and less heavily on transfer payments and investment income. Also, proprietors' income has grown from \$137 million in 1993 to almost \$335 million in 2003. Together, these trends may help Marathon County's PCPI weather business cycles a bit better.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005